**King, Valerie A.**

**From:** Schuster, Dave
**Sent:** Wednesday, March 19, 2003 11:23 AM
**To:** King, Valerie A.
**Subject:** FW: Accord Menthol

Val,

Just wanted you to be aware that Martin sent this to Mike Werley with attached timelines for Menthol short term. I assume by now, Martin knows that you are the clinical contact for input/updates to the WSA schedules and therefore I do not put any clinical data in the schedules unless it is approved by you. Just trying to make our update process work.

Dave

-----Original Message-----
**From:** Werley, Michael S
**Sent:** Wednesday, March 19, 2003 11:12 AM
**To:** Schuster, Dave
**Subject:** FW: Accord Menthol

-----Original Message-----
**From:** Unverdorben, Martin
**Sent:** Wednesday, March 19, 2003 8:27 AM
**To:** Cruise, Mark R.; Alonso, Hector; Nyffeler, Urs; Werley, Michael S; Patskan, George J.; Osborne, Kevin; Lilly, A. Cliff
**Cc:** Garguilo, Thomas M.; Solana, Rick P.; Roethig, Hans
**Subject:** RE: Accord Menthol

Dear All,

for clarification of the Menthol Short Term Second Trial Timelines please refer tot he attached file. Last Friday, there was consensus to follow the blue timelines in order provide the usual high quality.

Regards,

*Martin*

Clarification Menthol Short Te...

Martin Unverdorben Md PhD (E-m...

-----Original Message-----
**From:** Cruise, Mark R.
**Sent:** Tuesday, March 18, 2003 2:42 PM
**To:** Alonso, Hector; Nyffeler, Urs; Werley, Michael S; Patskan, George J.; Unverdorben, Martin; Osborne, Kevin; Lilly, A. Cliff
**Cc:** Garguilo, Thomas M.; Solana, Rick P.; Roethig, Hans
**Subject:** Accord Menthol



PM3006719636

Source: https://www.industrydocuments.ucsf.edu/docs/qgcj0001

The following is a summary of the discussion held last Friday relative to planned clinical testing and subsequent data analysis of Accord Menthol (JLI).

Given that:

- Claims communication is currently planned for August 1
- Complete bio-marker data could be available mid-July for menthol
- An amended or additional SDS for menthol would not be "signed" until end of August
- Accelerating the data analysis would negatively impact the current SCoR schedule

The following recommendation would be made to Marketing:

- Claims would be on Accord Regular only
- If possible, claims communication would be made prior to August 1
- If possible given validation requirements, remove all exact reduction numbers and bar graphs and use the website to provide reduction data
- Accord Menthol should be removed from Richmond retail and current registered menthol smokers would be given the opportunity to participate in an "extended consumer preference" study. (communications and logistics to be determined)
- Accord Menthol would be re-introduced with claims in conjunction with expansion to the Norfolk area in the Nov/Dec timeframe.

If anyone takes exception to this summary, please let me know as soon as possible.



PM3006719637

Source: https://www.industrydocuments.ucsf.edu/docs/qgcj0001